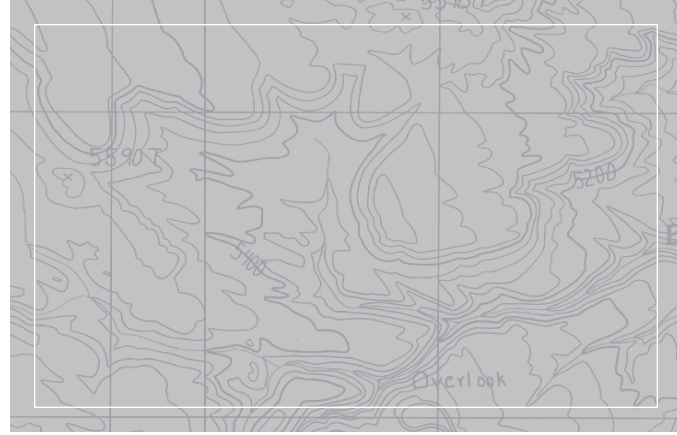


THE
TAG LINE



LIFE ELEVATED

The Utah experience can be summarized with two words:

L I F E E L E V A T E D

In Utah, you stand on top of King's Peak looking down from nearly 14,000 feet and you are breathless. Or you stand at the bottom of a slot canyon in The San Rafael Swell, enveloped by rock walls, and look up 300 feet for a sliver of sunset. Utah is peaks and Utah is valleys. Utah is snow and Utah is sunshine. Utah is very red, yet it is also very white and green and a whole palette of color. Utah is Life Elevated.

Life Elevated is not just a slogan. It is not just a tag line.

Advertising experts call it the expression of our brand voice. It is a summary of a wide range of Utah experiences that have the power to lift the heart and stir passions. It's a quick, easy way to remember what Utah does best: put you on high ground and provide you with a new set of eyes.